

Message Text

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12

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 088037

R 092306Z JUL 76

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 6075

USDOC WASHDC

INFO AMCONSUL CIUDAD JUAREZ UNN

AMCONSUL GUADALAJARA UNN

AMCONSUL HERMOSILLO UNN

AMCONSUL MATAMOROS UNN

AMCONSUL MAZATLAN UNN

AMCONSUL MERIDA UNN

AMCONSUL MONTERREY UNN

AMCONSUL NUEVO LAREDO UNN

AMCONSUL TIJUANA UNN

UNCLAS MEXICO 8842

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJ: 4TH QUARTER 1976 CCP STATUS REPORT

REF: (A) COUNTRY COMMERCIAL PROGRAM FOR MEXICO, FY 1976, (B) 74
STATE A-9016, (C) 74 STATE 280182, (D) 75 MEXICO 566, (E) 75 STATE
138047, (G) 75 MEXICO A-404, (H) 75 MEXICO A-462, (I) MEXICO A-92

1. ALL 4TH QUARTER CAMPAIGN ACTIONS COMPLETED, EXCEPT AS NOTED
BELOW.

CAMPAIGN 1 - 14.

UNABLE TO ORGANIZE CATALOG SHOW IN MONTERREY CONSULAR DISTRICT
AS YET. OIM WILL TRY FACILITATE BRINGING USDOC D.O. PORTLAND,
OREGON CATALOG SHOW TO MEXICO DURING TRANSITIONAL QUARTER
EITHER AS USDOC SPONSORED SHOW OR AS IOGA.

CAMPAIGN 2 - 15.

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ONLY ONE TOP OBTAINED. CONSIDERING EXTENSIVE

LOCAL REPRESENTATION OF US SUPPLIERS, INCREASING
DOMESTIC PRODUCTION, AND CURRENT IMPORT RESTRICTIONS, GOAL
SEEMS TO BE OVERLY

OPTIMISTIC.

CAMPAIGN 3 - COMPLETED.

CAMPAIGN 4 - COMPLETED.

CAMPAIGN 5 - COMPLETED (1ST HALF YEAR CAMPAIGN ONLY)

CAMPAIGN 6 - 11.

CAMPAIGN MANAGER BELIEVES GOALS WERE UNREALISTIC. PEMEX MAKES
FEW INQUIRIES, AS VIRTUALLY ALL THEIR ACQUISITIONS GO THROUGH
THEIR HOUSTON PURCHASING OFFICE, IF NOT THROUGH LOCAL AGENTS.
ON MINING SIDE, CONTACTS WITH MINING CHAMBER AND INDUSTRY
RECENTLY NEWLY INITIATED AFTER APPARENT LENGTHY HIATUS. WE WILL
SEE WHAT DEVELOPS.

CAMPAIGN 7 - 11.

COMPLETED. ASSUME 1977 TYPO; SHOULD READ 196, WHICH WAS SUBMITTED
BY A-128, 4/27/76.

CAMPAIGN 8 - 6.

CHANGE IN PERSONNEL HAS DELAYED ACTION SOMEWHAT. PROMOTIONAL
MATERIALS REQUESTED FROM NATIONAL MACHINE TOOL BUILDERS. RE-
CRUITMENT OF MEXICAN ATTENDEES POSTPONED TO EARLY IN TRANSI-
TIONAL QUARTER.

9. POSTPONED TO TRANSITIONAL QUARTER.

10. MACHINE TOOL FILM PRESENTATION (USIS FILMS) IN BENJAMIN
FRANKLIN LIBRARY, MEXICO CITY, SUBSTITUTED FOR "HOW-TO" SEMINAR
IN MONTERREY.

CAMPAIGN 9 - COMPLETED
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CAMPAIGN 10

NO ACTIONS WERE PRESCRIBED FOR 4TH QUARTER. HOWEVER: (1) CAMPAIGN
MANAGER/USTC MEXICO ORGANIZED HIGHLY SUCCESSFUL RAILROAD SEMINAR
AT USTC, JUNE 1-3 (ENGENDERING REQUEST BY GOM RAILROAD AUTHORITIES
FOR FOLLOW-ON SEMINAR NEXT YEAR); (2) CAMPAIGN MANAGER ORGANIZED
AND ACCOMPANIED GOM TECHNICAL MISSION ON TOUR OF US SUBURBAN TRAIN

SYSTEMS AND MANUFACTURERS, APRIL 17 TO MAY 2.

CAMPAIGN 11 - COMPLETED

CAMPAIGN 12 - 9 AND 10

EXHIBITION CANCELLED, THEREBY OBVIATING NEED FOR KEY MAN CALLS AND
PRESS RELEASES.

CAMPAIGN 13 - COMPLETED
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